A PROJECT REPORT

ON

"CONSUMER BEHAVIOUR" TOWARDS ELECTRONICS GOODS AT BAJAJ ELECTRONICS HYDERABAD

Department of commerce and business management

MANUU, Hyderabad

MASTER OF BUSINESS ADMINISTRATION

2023-25

Submitted by

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(Accredited with 'A' Grade by NAAC)

DECLERATION

I, **IKHLAQ HUSSAIN** hereby declare that the project entitled **"A CASE STUDY OF CUSTOMER BEHAVIOUR TOWARDS ELECTRONIC GOODS"** at **BAJAJ ELECTRONICS** is submitted by me to the Department of Management & Commerce, MANUU Hyderabad is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree/diploma/certificate or published any time before. This has been undertaken for the purpose of fulfilment for the degree Master of Business Administration (MBA) at department of management and commerce MANUU Hyderabad.

Date:-

Place:- Hyderabad

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CERTIFICATE

This is to certify that **IKHLAQ HUSSAIN** Enrolment No **A231296** has done his Project work entitled "Consumer Behavior towards Electronic Goods at Bajaj Electronics ".This project is a partial fulfilment of **M.B.A** program during the year 2023-25, from **MAULANA AZAD NATIONAL URDU UNIVERSITY** under my guidance.Hereby, it is declared that this report is an original piece of work and has not been influenced to the extend of copying by any other such similar study.

Guide Signature

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ACKNOWLEDGEMENT

I would like to thank the ALMIGHTY, who gave me everything to complete this task. This task would not have been possible without the support and direction of multitude of people.

I express my whole hearted gratitude to **Dr. SAIDALAVI K** Assistant Professor, DEPT OF MANAGEMENT & COMMERCE, MANUU Hyderabad for providing the excellent environment for carrying through our academic.

I take this opportunity to extend my profound thanks and deep sense of gratitude to the authorities of Bajaj Electronics giving me an opportunity to undertake this project work in their esteemed organization.

I would like to thank my institution and all the faculty members of Management department for their help and guidance. They have been great sources of inspiration to me.

I would like to thanks my Parents and all my friends especially my classmates for all the thoughtful and mind stimulating discussions we had, which prompted us to think beyond the obvious. I have enjoyed their company so much during my stay at MANUU.

IKHLAQ HUSSAIN

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ABSTRACT

Research in common man's language refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic, in fact research is an art of scientific investigation.

Research is done to gain familiarity with a phenomenon event / product / service or to determine the frequency with which something occurs, with which is associated with something else or to test a hypothesis of casual relationship between variables.

In short consumer behavior research is the objective and formal process of systematically obtaining, analyzing, and interpreting the data for actionable decision making in consumer behavior towards an organization (**Bajaj Electronics**, in my study).

The basic objective of this study is to analyze the consumer behavior towards electronic goods at **Bajaj Electronics** Hyderabad, Telangana. Research was carried out for Hyderabad customers who were main targets for this study. Customers were asked about their behavior towards Bajaj Electronics.

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CHAPTER-1

- **INTRODUCTION**
- **NEED & IMPORTENCE**
- **OBJECTIVES**
- **RESEARCH METHODOLOGY**
- **SCOPE OF THE STUDY**
- **LIMITATIONS**

INTRODUCTION:

Marketing is the moving and exciting activity in everybody activities. The sellers, distributors, advertising agencies, consultants, transporters, financers, store agencies and every one as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of account. Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise.

The marketing discipline is undergoing fresh re aparisal in the light of the vast global, technological, economic and social challenges facing today's companies and countries. Marketing at its best is about value creation and raising the world's living standards.Today's winning companies are those who succeed most in satisfying, indeed delighting their target customers.

As quoted by P.P.Drucker "Marketing is so basic that it cannot be considered a separate function. It is whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer."

Philip Kotler has therefore defined marketing as "it is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others". Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer-satisfaction engineering. Since the economy in this country has changed from a primary condition of scarcity to gradual and steady stage of affluence, largely giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

INTRODUTION TO CONSUMER BEHAVIOR:

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions.

The term consumer behavior refers to the behavior that consumers display in searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they exact will satisfy how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the study of "What they buy", "Why they buy", "When they buy it", "Where they buy it", "how often they buy it" and "how often they use.

DEFINITIONS:

Consumer Behavior (or Buyer Behavior) is broadly defined by various scholars & researchers as:

It's the behavior displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.

It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

The behavior that the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

The American Marketing Association (AMA) defines consumer behavior as "The dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives.

Consumer behavior is helpful in understanding the purchase Behavior and preferences of different consumers. As consumers, we differ in terms of sex age, education, occupation, income, Family setup, religion, nationality and social status. Because of this different background factors, have different needs and we have only buy those products and services, which we think, will satisfy our needs.

A MODEL OF CONSUMER BEHAVIOUR:

A consumer decisions to purchase a particular product of service is the result of complex interplay of a number of variables. The starting point of the decision process is provided by the companies marketing stimuli in the shape of product, promotion, price and distribution strategy. Consumer often purchase new products that are associated with a favorable viewed brand name.

The term consumer behavior refers to the behavior that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy these needs. The study of consumer behavior in the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It includes the study of "what they buy", "why they buy", "when they buy", "where they buy", "how often they buy" and "how they use".

MODEL OF CONSUMER BEHAVIOUR

Marketing stimuli	Other stimuli	Consumer Characteristics	Consumer Decision Process	Consumer Decisions
Product Price Place Promotion	Economic Technological Political cultural	Cultural Social Personal Psychological	Problem recognition Information Search Evaluation Decision post Purchase Behavior.	Product Choice Brand Choice Dealer choice Purchasing Timing Purchasing Amount

DETAILED MODEL OF FACTORS INFLUENCING CONSUMER BEHAVIOR:

Cultural Factors	Social Factors	Personal Factors	Psychological Factors	Buyers
Culture Sub Culture Social Class	Reference groups Family Roles & Status	Age and Life Cycle Occupation Economic Circumstances Lifestyle Personality and Self Concept	Motivation Perception Learning Beliefs and Attitudes	Customers Consumers

CULTURAL FACTORS:

Culture: Culture is the most fundamental determinant of a persons wants and behavior like set of values, perceptions, preferences and behaviors through his or her family member.

Subculture: social classes are relatively homogeneous and enduring divisions in a society which are hierarchically ordered and whose members shares similar Values, interest and behavior and social classes includes upper class, middle class and lower class.

SOCIAL FACTORS:

References Groups: A persons reference groups consist of all the groups that have a direct (face to face) are indirect influence on the persons altitude or behavior. This group to which the person, belongs and interacts.

Personal Factors: A consumer decision also influenced by personal characteristics notably the buyers age & life cycle stage, occupation, economic circumstances, life style and personality and self concept.

PSYCHOLOGICAL FACTORS:

Motivation: A person has many needs at any given time. Some needs are biogenic. They arise from psychological states of tension such as hunger, tryst and discomfort.

Perception: Perception is defined ass "the process by which an individual selects, organizes, intercepts, information, inputs to create a meaningful picture of the world.

NEED FOR THE STUDY:

Consumer behavior plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behavior towards Big Bazaar. The needs have to be recognized and necessary steps have to be taken to make the changes.

India is growing rapidly and changes are dynamic. People are changing, the preference and the demand is changing. The market also has to change accordingly.

The purpose of consumer behavior is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintenance of brand awareness.

In this competitive market the level of consumer satisfaction decides the success of any product and any company. The night consumers have to be targeted and the right strategy should be implemented at the right time. This will give the desired results.

OBJECTIVES OF THE STUDY:

The main objective is to determine the current consumer behavior levels of the customers with regards to electronic goods at Bajaj Electronics.

- To study and analyze consumer shopping behavior towards Bajaj Electronics.
- To assess the behavioral pattern of different customers purchasing at Bajaj Electronics.
- To identify what type of strategies are suitable for the company to reach the targeted customers.
- To find out the factors which influence the consumption of the products in Bajaj Electronics.
- To find out how the consumers spent their incomes, time on the purchasing of the products.

RESEARCH METHODOLOGY

The survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. As data are gathered by asking questions from persons who are believed to have desired information, the method is known as questionnaire technique.

❖ Data Collection Method – Bajaj Electronics

The main aim of this survey was to understand what people think about Bajaj Electronics – including their service, product quality, and pricing.I was created a questionnaire (survey form) with questions related to customer experience, satisfaction, and preferences.The survey was shared online using Google Forms. Some responses were also collected through face-to-face interaction.A total of 100 people responded to the survey.Participants included people from different age groups and both new and regular customers.All responses were recorded in an Excel sheet.Later, charts and graphs were created to help analyze the data.Before starting the survey, participants were informed about the purpose.

❖ Population

In research, population means the total group of people about whom you want to collect information.For this project, the population refers to all customers of Bajaj Electronics, especially those who shop at various stores in Hyderabad.Since it is not possible to survey every customer, a smaller group (called a sample) was selected to represent the whole population.All Bajaj Electronics customers in Hyderabad.

❖ Sample Size

100 customers responded to the questionnaire.

❖ Questionnaire – Bajaj Electronics Survey

To collect customer feedback about Bajaj Electronics, a structured questionnaire was created. It included both close-ended and open-ended questions. My aim was to understand customer satisfaction, product quality, pricing, and service experience.

❖ Data Analysis – Bajaj Electronics Survey

After collecting 100 responses from customers through the questionnaire, the data was carefully analyzed. Here is how the data analysis was done:

1. Organizing the Data

All responses were entered into an Excel sheet.Each question was placed in a separate column, and each respondent's answers were in rows.

2. Cleaning the Data

Incomplete or unclear responses were removed.Repeated entries were checked and corrected.

3. Analyzing the Responses

For multiple-choice and rating questions, totals and percentages were calculated. **Example:** "How satisfied are you with the service?"— 60% said "Very Satisfied".For **yes/no** questions, the number of people choosing each option was counted.For open-ended questions (like suggestions), common words and ideas were grouped together.

4. Charts and Graphs

Bar charts and pie charts were made using Excel to show the results clearly.These visuals helped understand which areas customers liked and what could be improved.

5. Key Findings

Most customers were happy with the product quality.Some customers suggested faster delivery and better in-store support.Pricing was considered fair by a majority of people.

1) Primary data:

Meaning: Primary sources of data are the data which needs the personal efforts of collect it and which are not readily available.

Primary source of data are the other type of source through which the data was collected.

❖ **Following are few ways through which the data was collected:**

1. **Questionnaires:** It is the set of questions on a sheet of paper was being given to the of fill it, bases on which the data was interpreted.
2. **Direct interviewing:** Direct interviewing involved the process where I asked the questions directly to the customers and I got the feedback.

2) Secondary data:

Secondary sources are the other important sources through which the data was collected. These are the readily available sources of the data where one had need not put much effort to collected, because it is already been collected and part in an elderly manner by some researcher, experts and special.

❖ **The secondary sources helpful for the study were:**

- Text books like marketing management research methodology
- Advertisement and sales promotion etc.
- Internet is used for the collection of data.
- News papers also referred.
- Business magazines are referred.

- **Sample size**

By using judgment random sampling technique 100 respondents are selected for the purpose of the study.

- **Period of study**

The study is undertaken in the duration of 21 days.

- **Research approach**

The survey method was adopted for collected the primary data. Survey research is systematic gathering of data from respondent through questionnaire.

The data for this research study was collected by survey technic using interview method guided by questionnaire.

- **Collection of Data**

Questionnaire and personal interviews are the methods that I have used for collecting the data.

SCOPE OF THE STUDY

Bajaj Electronics have around 129 stores in Hyderabad. My scope is limitation to two stores Tolichowki and Shaikpet. The scope of the study is to identify the consumer behavior towards electronic goods. It is aimed at enlightening the company about different steps to be taken up to increase the share of Bajaj Electronics with regard to other competitors and also to make the company to provide better customer services.

The scope of the study is only confined to the area covered under Hyderabad and only confined in studying about the consumer behavior towads electronic goods at Bajaj Electronics.

LIMITATIONS:

- Time has been a major constraint throughout the study.
- Enough care is taken in formulating the questionnaire,still some errors may creep in.
- The consumer behavior varies according to different products.
- Quality verses price was not taken into the consideration.
- The project is based on the interview methodology and questionnaire based, so it might be possible to vary of the person thoughts which may cause some error in data interpretation.

CHAPTER-2

- **REVIEW OF LITERATURE**

REVIEW OF LITARATURE (CONSUMER BEHAVIOUR)

What is consumer behavior?

Activities people involved in when selecting, purchasing, and using products so as to satisfy needs and desires. Consumer behavior involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decision e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a products).

SOURCES OF INFLUENNCE OF THE CONSUMER:

The consumer faces numerous of influence. Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a storeowner. This, however, is common practice in much of the world. Physical factors also influence our behavior. We are more likely to buy a soft drink when we are thirsty. For example, and food manufacturers have found that it is more effective to advertise their products on radio in the late afternoon when people are getting hungry. A person's self-image will also tend to influence. what he/she will buy. An upwardly mobile manager may buy a flashy car to project an image of success. Social factors also influence what the consumers buy-often, consumers seek to imitate others whom they Admire, and may buy the same brands, the social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes/ham and eggs for brake past than to have rice, which is preferred in many Asian countries) and a sub culture e.g., rap music often Appeals to a segment within the population that seeks to distinguish itself from the main stream population.Thus sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behavior is influences by learning – you try a hamburger and learn that it satisfies

your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

DECISION-MAKING INVOLVE SEVERAL STEPS:

Problem recognition – you realize that something is not as it should be. Perhaps, for example, your car is getting more difficult to start and is not accelerating well.
Information search- what are some alternative ways of solving the problem? You might buy a new car, buy a used car, take your car in for repair, ride the bus, ride a taxi, or ride a skateboard to work.
A customer can obtain information from several sources:
Personal sources: family, friends, neighbors etc.
Commercial sources: advertising, sales forces retailers, dealers, Packaging, point-of sale displays.
Public sources: news papers, radio, television, consumer organizations, special magazines.
Experimental sources: handling, examining, using the product Internal and external search for information to make a decision
Internal search: Scan memory.
External search: shopping, personal sources, public media, Advertisements
Evaluation of alternatives: A skateboard is inexpensive, but may be ill-suited for long distances and for rainy days.
Purchase stage, and sometimes a post-purchase stage (e.g., you return a product to the store because you did not find it satisfactory), in reality, people may go back and fourth between the stages. For example, a person may resume alternative identification during while evaluating already known alternatives.
The decision maker(s) have the power to determine issues such as:
Whether to buy?
Which product to buy?
Which brand to buy? Where to buy it? And

When to buy?

Note, however, that the role of the decision maker is separate from that of the purchaser. From the point of view of the marketer, this introduces some problems since the purchaser. can be targeted by point-of-purchase (POP) marketing a effort that cannot be aimed at the decision maker. Also note that the distinction between the, purchaser and decision maker be somewhat blurred the decision maker may have to make a substitution if the desired brand is not in stock, the purchaser may disregard institutions (by error or deliberately).

BUYER BEHAVIOUR – CULTURAL FACTORS

Cultural factors have a significant impact on customer behavior. Cultural is the most basic cause of a person's wants and behavior. Growing up, children learn basic values, perception and wants from the family and other important group. Marketing are always trying to spot "cultural shift'" which might point to new products that might be wanted by customer or to increased demand. For example, the cultural shift towards greater concern about health and fitness has created opportunities (and now industries) servicing customers who wish to buy: Low calorie foods, Health club memberships, Exercise equipment etc.

Similarly the increased desire for "leisure time" has resulted in increased demand for convenience product and service such as microwave ovens, ready meals and direct marketing service businesses such as telephone banking and insurance.

Each culture contains "sub-cultures" – groups of people with shared values. Sub-cultures can include nationalities, religions, racial groups, or group of people sharing the same geographical location. Sometimes a sub-culture will create a substantial and distinctive market segment of its own.

BUYER BEHAVIOUR – SOCIAL FACTORS:

Introduction: A customer's buying behavior is also influenced by social factor, such as the group to which the customer belongs and social status. In a group, several individuals may interact to influence the purchase decision. The typical roles in such a group decision can be summarized as follows:

Initiator: the people who first suggest or think the idea of buying a particular product or service.

Influence: a person whose view or advice influences the buying decision.

Decider: the individual with the power and/or financial authority to make the ultimate choice regarding which product to buy.

Buyer: The person who concludes the transaction.

User: The person (persons) who actually uses the product or service.

- **The various purchase influence factors are as follows:**

CULTURAL FACTORS

Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class.

- **Culture**

  The set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions,

- **Subculture**

  A group of people with shared value systems based on common life experiences and situations.

- **Social classes**

  Relatively permanent and ordered divisions in society whose members share similar values, interests, and behaviors.

SOCIAL FACTORS

A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.

- **Groups**
  Two or more people who interact or accomplish individual or mutual goals.
- **Family**
  A family is a domestic group of people, or a number of domestic groups linked through descent (demonstrated or stipulated) from blood relation, marriage or adoption.
- **Roles and status**
  A person belongs to many groups- family, clubs, organisations. The person's position in each group can be defined in terms of both role and status.

PERSONAL FACTORS

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and life cycle stage, Occupation, economic situation, lifestyle, and personality and self-concept.

- **Age and life-cycle stage**
  People change the goods and services they buy over their lifetimes. Tastes and preferences changes as lift-cycle goes.
- **Personality and self concept**
  A person's distinguishing psychological characteristics that lead to relatively consisting and lasting responses to his or her own environment.

PSYCHOLOGICAL FACTORS:

A person's buying choices are further influenced by four major psychological factors:
motivation, perception, learning, and attitudes.

- **Motivation**

A need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- **Perception**

The process by which people select, organize, and interpret information to form a meaningful picture of the world.

- **Learning**

Changes in an individual's behavior arise from experience.

- **Beliefs and attitudes**

A descriptive thought that a person holds about something is his/her belief. A person's consistently favorable or in favourable evaluations, feeling, and tendencies toward and object or idea is attitude. The common tools used to conduct data analysis range from simple cross tabulations and segmentation analysis to more sophisticated statistical methods such as multivariate and logistic regression discriminates analysis and cluster analysis. In the last few years, optimization tools and machine learning algorithms such as neural networks and genetic algorithms have also been used to perform advanced data analysis.

The study of consumers helps firms and organizations imjprove their marketing strategies by understanding issues such as the psychology of how consumers think, feel, and select between different alternatives (e.g., brands, products); The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); The behavior of consumers while shopping or making other marketing decisions; Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome; How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for th consumer; and How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

Behavior occurs either for the individual, or in the context of a group(e.g., friends influence what kinds of cloothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

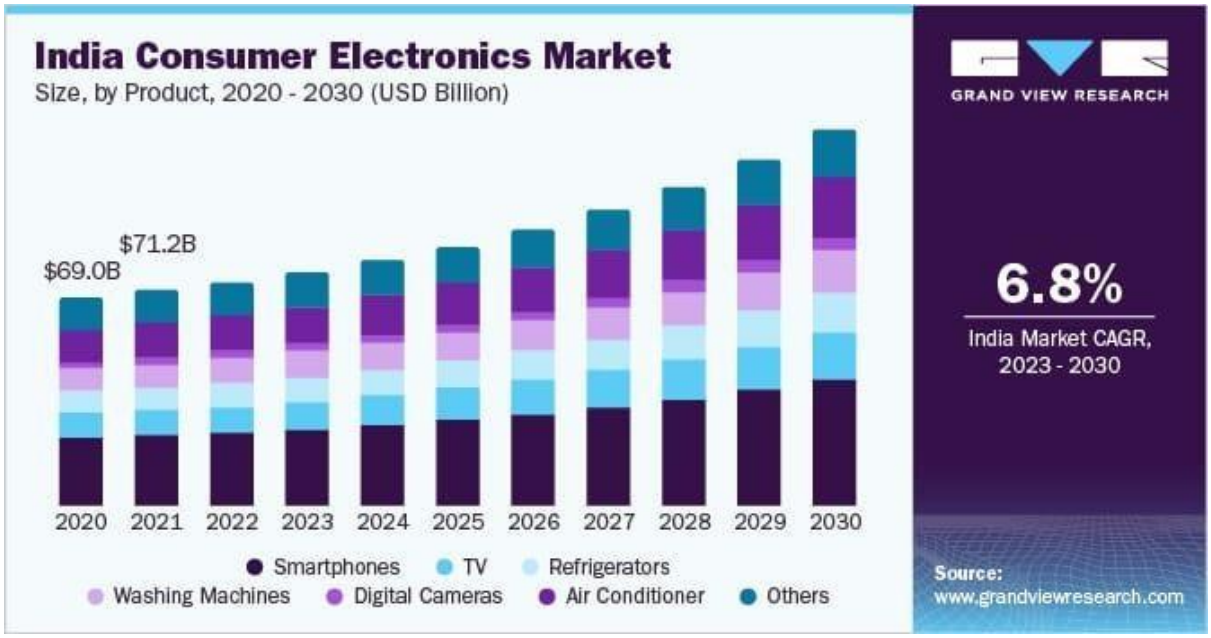
Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.Consumer behavior involves services and ideas as well as tangible products.The impact of consumer behavior on society is also of relevance.

CHAPTER-3

- **INDUSTRY PROFILE**
- **COMPANY PROFILE**

INDUSTRY PROFILE

The India consumer electronics market size was valued at USD 71.17 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 6.5% from 2022 to 2030. India provides a worldwide opportunity for short to medium-term growth in consumer electronics spending. Minimal penetration rates, as against other upcoming markets, portray a better prospect to sell to first-time buying households, along with replacement devices to the middle class.



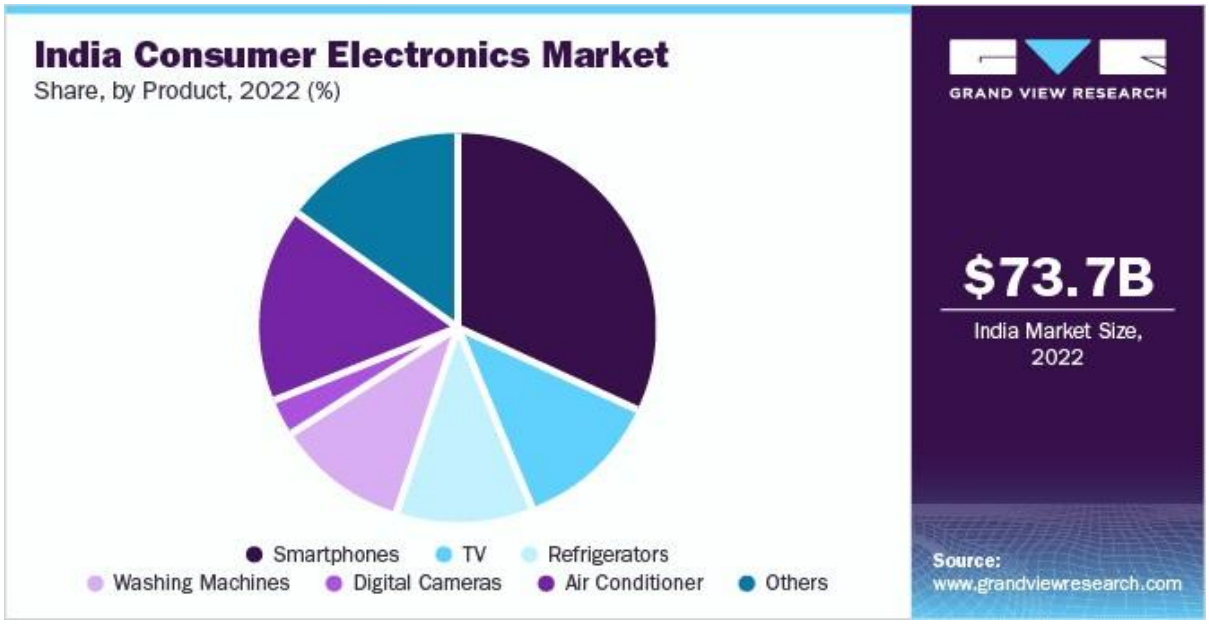
Due to the COVID-19 pandemic, the demand for consumer electronics has been significantly impacted. Manufacturing plant shutdown and supply chain disruptions resulted in substantial component shortages. Increased counterfeiting, shipping delays, customer behavior, and environmental concerns had a significant impact on the market growth. Due to the pandemic, manufacturers of consumer electronics have witnessed component shipment delays of at least five weeks from suppliers.Growth in the Indian market for consumer electronics can be attributed to an increase in demand from households, changing lifestyles of individuals, easier access to credit, and rising disposable incomes. Intentional reduction by the Government in the import bill, coupled with government and corporate spending, is anticipated to complement the positive demand in this

market. The India consumer electronics sector has attracted several strong investments in the form of merger & acquisition policies practiced by key participants of the global market and other FDI inflows. As per the Make in India initiative, Electronic Development Fund Policy has been approved, with the intention of rationalizing a transposed duty structure. Additionally, the Modified Special Incentive Package Scheme (M-SIPS) has been introduced to provide a CAPEX subsidy of nearly 15 - 20%. Consumer electronics manufacturers are set to elevate investments in production, distribution, and R&D in the next few years. With the rising presence of organized retail, the market has witnessed the emergence of modern, durable retail chains, which include e-retailers such as E Zone, Reliance Digital, and Tata Croma. High production in the Indian electronics market can be attributed to paced-up demand for advanced computers, mobile phones, TVs, and defense-related electronics. The situation in this market mandates manufacturers to keep themselves updated with the latest technology since it is eye-catching to typical consumers, and technological features play an apex role while selling to higher-income classes. The consumer electronics sector has acquired the largest share in the total production of electronic goods in India. Under the Union Budget for the financial year 2017, the government exempted certain components, parts, and subparts for the production of set-top boxes for TV and internet and broadband modems. The introduction of artificial intelligence (AI) is set to project a bright future for consumers and industrial electronics in India.

India is likely to emerge as a potential future manufacturing hub for the region, provided the government shows adequate support and focus towards this sector. Specific factors anticipated to push the manufacturing in India are inclusive of a reduction in borrowing costs, export incentives, reduction of customs duties on raw materials and components, and improvement in the ease of doing business.

Product Insights

The smartphones segment held the largest revenue share of over 30.0% in 2022. Increased disposable income, the development of telecom infrastructure, the appearance of budgetfriendly smartphones, and a rising number of product launches are all contributing to the smartphone market's rise in India. In addition, the desire for high-speed data connectivity for integrated IoT (Internet of Things) applications like energy management and smart home devices is expected to drive 5G smartphone adoption.



The refrigerators segment is projected to grow from 2023 to 2030. Rapid urbanization, coupled with the increasing disposable income in the country, has contributed to a rise in demand for refrigerators. Due to the versatile and advanced refrigerators available in the market, Indian consumers are replacing their existing and old refrigerators with new ones. In addition to this scenario, refrigerator selling retailers are adopting competitive strategies such as teaming up with financial institutes to provide easy financing options to sell their products. Such trends are expected to favor the market growth over the forecast period. The Indian refrigeration industry is characterized by increasing supply, novel product launches, and regulatory support from the government. Companies adopt

competitive pricing techniques to gain market share. The increasing penetration of refrigerators in rural areas is a key industry scenario.

❖ **Key Companies & Market Share Insights**:

The market includes both international and domestic participants. Key market players focus on strategies such as innovation and new product launches to enhance their portfolio offering in the market.

In January 2023, Samsung introduced its latest 2023 Side-by-Side Refrigerator Range, exclusively manufactured in India, and tailored with features designed specifically for the Indian market.

In June 2022, Samsung unveiled its 2022 lineup of refrigerators, featuring the popular Curd Maestro and Digi Touch Cool ranges, both thoughtfully designed with an "India-centric design."

In October 2021, Panasonic Corporation, a leading diversified technology business in India, has announced the addition of 43 new refrigerator models and 24 new washing machine models to its home appliance lineup ahead of the festive season. In January 2021, In India, Toshiba's Home Appliance Business has opened its first unique store. The Toshiba Lifestyle Centre, which opened in Bangalore, is expected to provide first-hand experience with Toshiba's home appliance portfolio, which includes refrigerators, washing machines, dishwashers, water purifiers, and air purifiers. Some prominent players in India consumer electronics market include: -

- Samsung Electronics Co., Ltd.
- LG Electronics, Inc.
- Godrej Appliances
- Sony Corporation
- Mitsubishi Electric Corporation
- Bajaj Electronics

India Consumer Electronics Market Report Scope

Report Attribute	Details
Market size value in 2023	USD 77.19 billion
Revenue forecast in 2030	USD 124.94 billion
Growth Rate	CAGR of 6.8% from 2023 to 2030
Base year for estimation	2022
Historical data	2017 - 2020
Forecast period	2023 - 2030
Quantitative units	Revenue in USD million/billion and CAGR from 2023 to 2030
Report coverage	Revenue forecast, company ranking, competitive landscape, growth factors, trends
Segments covered	Product
Country scope	India
Key companies profiled	Samsung Electronics Co., Ltd.; LG Electronics, Inc.; Godrej Appliances; Sony Corporation; Mitsubishi Electric Corporation; Bajaj Electronics; Vijay Sales; Panasonic Corporation; Haier Consumer Electronics Group; Bajaj Electricals Ltd.; Hitachi Ltd.; Toshiba Corporation.; Whirlpool Corporation
Customization scope	Free report customization (equivalent up to 8 analysts working days) with purchase. Addition or alteration to country & segment scope.
Pricing and purchase options	Avail customized purchase options to meet your exact research needs.

Segments Covered in the Report

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2017 to 2030. For the purpose of this study, Grand View Research has segmented the India consumer electronics market report on the basis of product:

Product Outlook (Revenue, USD Million, 2017 - 2030)

- Smartphones
- Televisions
- Refrigerators
- Washing Machine
- Digital Cameras
- Air Conditioners
- Others

COMPANY PROFILE

Bajaj Electronics, brought to you by EMIL, is one of its kind, known for its breadth of exclusive multi-brand consumer electronic products and unique retail experience. We have firmly established ourselves as the most trusted multi-brand consumer electronic retail chain in Telangana and Andhra Pradesh.

With 40 years since its inception, we reach our discerning customers through an exclusive network comprising more than 129 stores, covering 12 Lakhs++ sq. ft. of retail space. With over 70 of the world's best electronic brands under one roof, a Bajaj Electronics store offers all connoisseurs a unique point of view on each individual's personal choices. Our portfolio includes product lines that range from affordable & mass-market to luxurious and cater to every economic group. We house all the leading electronic brands – Apple, Samsung, LG, Panasonic, Sony, Oppo, Vivo, Dell, HP, OnePlus, Mi, Whirlpool, Voltas, etc. Visit your nearest Bajaj Electronics store and experience it all by yourself.

"To make electronics shopping, a fulfilling experience" - a thought that was the foundation of our humble beginning, way back in 1980. We, at Electronics Mart India (EMI), sought to uncomplicate the life of our customers by bringing the latest electronic gadgets at the lowest prices.

Today, with 12 Lakhs+ square feet of retail space, a strong workforce of 2271 employees, 129 stores, and over 4 decades of legacy - it wouldn't be inappropriate to say that Electronics Mart India (EMI) is truly iconic.

We are the 4th largest consumer durable and electronics retailer in India and as of Financial Year 2020, we are the largest player in the Southern region in revenue terms with dominance in the states of Telangana and Andhra Pradesh (Source: CRISIL Report).

Currently, we are South India's largest and most reliable electronics retailer. Bajaj Electronics a brand owned by EMI, is a household name when it comes to purchasing electronics. Garnering great customer reviews, competitive prices, convenient finance options, and impeccable customer service defines us.

About Bajaj Electronics

A visionary entrepreneur with keen business savvy and foresight, Mr. Pawan Bajaj founded Bajaj Electronics in 1980 with the principle of providing quality and service to its guests. The awe-inspiring journey that began with a small electronics showroom at Lakdikapul in 1980, Bajaj Electronics has since evolved and has become the leading electronics retail chain in India. We earned the trust of the locals and grew from strength to strength, to what is now a chain of the most genuine electronic stores across Telangana, Andhra Pradesh and Delhi-NCR, offering quality service at the best price. There are now 129 aesthetically designed and conveniently located showrooms (11 lakhs sq. ft. of retail space) in cities like Hyderabad, Delhi, Visakhapatnam, Nalgonda, Kurnool, Warangal, Tirupati, Vijayawada, Rajahmundry, and Guntur where you can shop for the latest in electronics.

Our portfolio includes product lines that range from affordable & mass-market to luxurious and cater to every economic group. The portfolio of Bajaj Electronics includes all the leading electronic brands – LG, Panasonic, Sony, Oppo, Vivo, Dell, HP, OnePlus, Voltas, etc. to name a few.

Company logo

Founded- 1980

Company Type- Pvt Ltd.

Headquarter- Hyderabad (Telangana)

Industry Type- Retail

Products- Electronic Goods

Website- www.bajajelectronics.com

Board of Directors:

MR. PAVAN KUMAR BAJAJ

Chairman & Managing Director:

A first-generation entrepreneur, Mr. Pavan Kumar Bajaj set up Electronics Mart India Limited (erstwhile Bajaj Electronics) in 1980 and established the first store at Lakdikapul in Hyderabad. With a concept in mind and passion for retail, Mr. Bajaj has created a one-of-a- kind store experience for its customers. He completed his bachelor's degree in commerce from the prestigious 'Osmania University'. Currently, Mr. Bajaj is the Chairman and the Managing Director of the Company.

MR. KARAN BAJAJ

Chief Executive Officer

Mr. Karan Bajaj joined the Company in the year 2009 and oversees the marketing, client relationship management and business operations of the Company. He is also actively involved in the business strategy and infrastructure management which includes expansion, new store establishment and store operations. He heads the Mobile & IT segment and is spearheading online initiatives for the Company. He has completed his Masters in International Business from London and is currently the Chief Executive Officer of the Company.

MRS. ASTHA BAJAJ

Executive Director

Mrs. Astha Bajaj joined the family business in 2016. With M.Sc. in biochemistry, she has been actively involved in formulating corporate social responsibility policies and strategies.

MR. ANIL RAJENDRA NATH

Independent Director

Mr. Anil Rajendra Nath has more than 36 years of experience in the banking sector. He has an MBA from the University Of Business School, Chandigarh and a PG Diploma in Bank Management from the National Institute of Bank Management, Pune. He has also done CAIIB from the Indian Institute of Banking & Finance.

MR. MIRZA GHULAM MUHAMMAD BAIG

Independent Director

Mr. Mirza Ghulam Muhammad Baig has over 30 years of experience in the Andhra Pradesh Commercial Tax Department. He was recruited as an officer in the Commercial Taxes Department, Government of Andhra Pradesh; by the Andhra Pradesh Public Service Commission. He has also worked as a Consultant (Revenue and Tax Administration Specialist) in a project funded by the

Department for International Development (DFID), Government of United Kingdom, in Madhya Pradesh, India, with M/s Deloitte. He has also worked as a shortterm consultant with the World Bank.

MRS. SUMAN KUMAR

Independent Director

Mrs. Suman Kumar is a dynamic entrepreneur and has worked across geographies like United Kingdom. Her distinct leadership skills have won her many esteemed awards like FAPCCI Award 1998-99 for Best Woman Entrepreneur. She is the founder and director of 'Confederation of Women Entrepreneurs of India.'

An invitation to inspiration – live product experience.

Every Bajaj Electronics store is like a permanent innovation trade fair where you can try out and compare products, giving the perfect opportunity to find out more about the latest trends and innovations available on the market. Touching a product, picking it up, and trying it out are all part of the shopping experience at Bajaj Electronics.

VISION

To achieve milestone of happy customers with every purchase. To fulfill every customers' requirements with the best range of home appliances from world - renowned brands.

MISSION

To provide best technology for every household in the country and deliver wide range of durable products at affordable prices.

VALUES

Quality First

Everyone has aspirations of having a home with luxury electronic brands and have a comfortable home. Our aim is to serve our customers with top-notch quality brands yet maintain the customer and pocket-friendly prices. Quality is a

need in itself and we have proven to cater to our customers' satisfaction and continue to do so.

Stay updated along electronic trends

A new day is a new introduction to a new trend. We, as a team, work towards learning about the electronic trends in and around the globe to provide our audience with worldly home appliances and gadgets in time. The need to stay updated applies to us, because our main priority is our customers' necessities.

Loyalty is our priority

We as a team, promise to put forward the top and the most reliable products and service to our customers. We wish to keep the consistency of bringing a smile on each of our customer's faces with our successful attempts at being trustworthy.

Best Service

We aspire to build a bond with our customers. To be at our audiences' service any minute of the day and guide them with any help regarding technology and electrical appliances is our number one priority.

MAJOR EVENTS AND MILESTONES OF OUR COMPANY

1980 – Opened first retail store at Lakdikapool

2014 – Crossed INR 5000 million in net sales

2016– Crossed INR 10,000 million in net sales

2017– Forayed into ecommerce space through our website www.bajajelectronics.com

2018 – Opened 50th store in Hyderabad.Crossed INR 20,000 million in net sales.Our Company was incorporated pursuant to its conversion from a partnership firm into a public limited company.Launched first Apple IQ store at Attapur, Telangana.

2019–Expanded our operations beyond our brick and mortar stores situated at Andhra Pradesh and Telangana by commencing our business operations on E-commerce platform in association with Amazon and PayTm.

2020 – Crossed INR 30,000 million in net sales.

2021 – Number of operational stores reached to 99 stores comprising 88 multi brand outlets and 11 exclusive brand outlets 2022 – Number of operational stores reached to 105 stores comprising 93 multi brand outlets and 12 exclusive brand outlets.

2022 – The revenues of BAJAJ ELECTRICALS stood at Rs 55,303 m in FY23, which was up 13.3% compared to Rs 48,814 m reported in FY22.

❖ Product Categories

Mobiles (Smartphone)

Brands- Apple, Vivo, Oppo, Samsung, Redmi, Oneplus

Price Range- Rs 17990 – 139900

Laptops & Tablets

Brands- Hp, Dell, Apple, Acer, Lenevo

Price Range- Rs 36990 – 92990

Television's- (OLED, LED, QLED)

Brands- LG, Sony, Samsung, Panasonic

Price Range- Rs 20369 – 689990

❖ Home Appliances

Refrigerators

Brands- LG, Samsung, Whirlpool

Price Range- Rs 7589 – 340000

Washing Machine

Brands- LG, Samsung, Bosch, Whirlpool, IFB

Price Range- Rs 14200 – 70000

Geysers

Brand- Racold, USHA, Havells

Price Range- Rs 3300 – 11900

Air Conditioner

Brand- LG, Samsung, Blue Star, Daikin, Voltas

Price Range- Rs 37590 – 53990

Air Cooler

Brand- Voltas, USHA, Kenstar

Price Range- Rs 7299 – 10599

Iron & Garment Steamer

Brand- Philips, Panasonic, USHA

Price Range- Rs 700 – 2200

Vacuum Cleaner

Brand- Eureka Forbes

Price Range- Rs 3000 – 10600

❖ **Kitchen Appliances**

Microwave Oven & OTG

Brand- LG, Philips, USHA

Price Range- Rs 7919 – 13823

Water Purifier

Brands- Panasonic, Eureka Forbes, Kent, Pureit, AO Smith, Havells

Price Range- Rs 16500 – 26300

Water Dispensers

Brand- Voltas, USHA

Price Range- Rs 8000 – 9500

Mixer Grinder

Brands- Philips, Panasonic, Preethi, Butterfly, Ultra, USHA

Price Range- Rs 2400 – 9300

Rice Cooker

Brands- Philips, Panasonic, Preethi, Butterfly

Price Range- Rs 1700 – 3700

- **Audio & Video**

  Home Theatre

  Brands- Sony, JBL

  Price Range- Rs 19490 – 79990

- **Personal Care**

  Hair Dryer

  Brand- Philips, Dyson

  Price Range- Rs 1300 – 34900

  Trimmer & Shaver

  Brands- Philips, Gillette

  Price Range- Rs 1400 – 4300

CHAPTER-4

- **DATA ANALYSIS**
- **INTERPRETATIONS**

CONSUMER BEHAVIOR QUESTIONAIRE

Q1. Are you a regular customer at Bajaj Electronics?

No of Respondents	Yes	No
100	77	23

INTERPRETATION:

From the above study 77% of respondents are regular customer and 23% of respondents are not a regular customer of Bajaj Electronics.

Q2. Why do you prefer to shop at Bajaj Electronics?

Particulars	**No of Respondent**	**Percentage%**
Variety of products	12	12
Attractive Offers & Discounts	23	23
EMI facility	53	53
More Product information provided by Sales team	10	10
Total	100	100

INTERPRETATION:

From the above study 12% of the customer prefer to shop at Bajaj Electronics for variety of products, 23% prefer for attractive offers and discounts, 55% prefer for EMI facility and 10% prefer for more product information provided by sales team.

Q3. On which occasion do you make purchase mostly?

Particulars	**No of Respondent**	**Percentage%**
Festival	20	20
Wedding	15	15
When discount sale is offered	40	40
Randomly	25	25
Total	100	100

INTERPRETATION:

From the above study 20% of the customer make purchase on Festival, 15% customer purchase on Wedding, 40% customers purchase when discount sale is offered and 25% customer purchase randomly when they need.

Q4. How do you rate the pricing of product at Bajaj Electronics?

Particulars	**No of Respondent**	**Percentage%**
Expensive	9	9
Competitive	53	53
Affordable	21	21
Reasonable	17	17
Total	100	100

INTERPRETATION:

From the above study 9% of the customer rate the product price expensive, 53% of the customer rate competitive, 21% of the customer rate affordable and 17% of the customer rate the product price reasonable.

Q5. How is your overall experience at Bajaj Electronics?

Particulars	**No of Respondent**	**Percentage%**
Excellent	19	19
Good	45	45
Average	30	30
Poor	6	6
Total	100	100

INTERPRETATION:

From the above study the overall experience of 19% of customers have excellent, 45% of the customers have good, 30% of the customers have average and 9% of the customer respond poor experience.

Q6. Do you suggest any improvements to make Bajaj Electronics more attractive?

Particulars	**No of Respondent**	**Percentage%**
Reasonable Price	12	12
Latest Product	15	15
Giving more offers & discounts	70	70
Others (Specify)	3	3
Total	100	100

INTREPRETATION:

From the above study 12% of the customers suggest reasonable price, 15% of the customers suggest latest product, 70% of the customer suggest give them more offers and discounts and 3% of the customers suggest to conduct quarterly consumer day.

Q7. Any other valuable suggestions regarding products/services provided by Bajaj Electronics (Optional).

Particulars	**No of Respondent**	**Percentage%**
Taken time in Product delivery	10	20
Should offer free delivery	15	30
Poor Customer Service	20	40
Unavailability of window Air Conditioner	5	10
Total	50	100

INTREPRETATION:

From the above study 20% of the customers want faster delivery of the product, 30% of the customer want free delivery, 40% of the customer suggest to improve customer service and 10% of the customer response towards unavailability of window Air conditioner.

CHAPTER-5

- **FINDINGS**
- **SUGGESTIONS**

❖ From the responses of 100 customers the findings can be listed as:

- As per the findings, all are having the awareness of Bajaj Electronics. We can say that Bajaj Electronics have good place in the minds of the customers.
- As per the findings 60% of male and 40% of female customers come to Bajaj Electronics for shopping.
- The customers who were mainly age group of 25- 55 years are shopping at Bajaj Electronics.
- As per findings, majority of the customer visit Bajaj Electronics regularly.
- As per findings, majority of the respondents are purchasing for the Purpose of Personal use only.
- As per the findings, majority of the customers choose the Bajaj Electronics for variety of products as well as reasonable prices.
- Majority of the customers choose Bajaj Electronics for EMI facility.
- As per findings, most of the customers prefer to shop in Bajaj Electronics for offers & discounts.
- As per findings, most of the respondents are taking assistance from the store staff during purchase period. We can say that customers take assistance from store staff when they shopping in Bajaj Electronics.
- As per findings, majority of the respondents are recommended to shopping at Bajaj Electronics for their competitive price.
- As per findings, overall experience of the respondents is found to be Excellence as started by 19% of the respondents, Good by 45% of the respondents, Average by 30% of the respondents and very few 6% of the respondents rated as poor.

❖ Suggestions:

These suggestions have been made through overall study, response of customers and the preview of the data.

- The company has to conduct the periodical meetings with customers and take their valuable suggestions.
- The company may adopt policy of discounts cards and gifts to customers while purchasing the products.
- The company should conduct quarterly consumer day for their customers, this will help in promotion and awareness towards new products.
- Innovative efforts must be launched to improve the position through better marketing strategies.
- Innovative packaging can give a company an advantage over competitors.
- The store staff should be trained adequately so as they “convince” the Potential buyers, because his performance on jobs has great impact on sale of a product.
- Most of the customers belongs to age group of 25-55 years. So, company has to concentrate more on those people according to their relevant choice to boost sales.
- Moreover, the company has to concentrate more on the customers of age group of 30-45 years to enhance the sales.
- The company focus on faster delivery which will make him better than others.
- The company should adopt the strategy of free delivery.

CHAPTER-6

- **QUESTIONNAIRE**
- **BIBLIOGRAPHY**

QUESTIONNAIRE

Dear Respondent,

I, IKHLAQ HUSSAIN , a student of Master of Business Administration (MBA) from the Department of Management and Commerce, Maulana Azad National Urdu University (A Central University), Gachibowli, Hyderabad is undertaking a survey on the topic 'Consumer Behaviour Towards Electronic Goods at Hyderabad: A Case Study of Bajaj Electronics" as a part of my MBA final year project.

Please take out a few minutes of your valuable time to answer the following short questions. The information collected from this survey will be used only for academic purpose and will be kept as confidential.

Gender-

Age group-

Occupation-

Income Level-

Q1. Are you a regular customer of Bajaj Electronics?

- Yes
- No

Q2. Why do you prefer to shop in Bajaj Electronics?

- Variety of products
- Attractive offers & discounts
- EMI facility
- More product information provided by sales team

Q3. On which occasion do you make purchase mostly?

- Festivals
- Weddings
- When discount sale is offered
- Randomly

Q4. How do you rate the pricing of product at Bajaj Electronics?

- Expensive
- Competitive
- Affordable
- Reasonable

Q5. How is your overall experience at Bajaj Electronics?

- Excellent
- Good
- Average
- Poor

Q6. Do you suggest any improvements to make Bajaj Electronics more attractive?

- Reasonable Price
- Latest product
- Giving more offers & discounts
- Others (Specify)

Q7. Any other valuable suggestions regarding products/services provided by Bajaj Electronics (Optional).

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THANK YOU